

10/18/01  
U.S. PTO  
100-66 U.S. PTO

02/02/01 A

PTO/SB/05 (11-00)

Approved for use through 10/31/2002. OMB 0651-0032

U S Patent and Trademark Office, U S DEPARTMENT OF COMMERCE

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# UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

|                             |  |                            |          |
|-----------------------------|--|----------------------------|----------|
| <b>APPLICATION ELEMENTS</b> |  | <b>Attorney Docket No.</b> | K35A0755 |
|-----------------------------|--|----------------------------|----------|

See MPEP chapter 600 concerning utility patent application contents.

1.  Fee Transmittal Form (e.g., PTO/SB/17)  
*(Submit an original and a duplicate for fee processing)*
2.  Applicant claims small entity status.  
See 37 CFR 1.27.
3.  Specification [Total Pages **18**]
  - Descriptive title of the invention
  - Cross Reference to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to sequence listing, a table, or a computer program listing appendix
  - Background of the Invention
  - Brief Summary of the Invention
  - Brief Description of the Drawings *(if filed)*
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
4.  Drawing(s) (35 U.S.C. 113) [ Total Sheets **4** ]
5. Oath or Declaration [ Total Pages  ]
  - a.  Newly executed (original or copy)
  - b.  Copy from a prior application (37 CFR 1.63 (d))  
*(for continuation/divisional with Box 18 completed)*
    - i.  **DELETION OF INVENTOR(S)**  
Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b)
6.  Application Data Sheet. See 37 CFR 1.76

|                    |  |
|--------------------|--|
| <b>ADDRESS TO:</b> | Assistant Commissioner for Patents<br>Box Patent Application<br>Washington, DC 20231 |
|--------------------|--|

7.  CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission *(if applicable, all necessary)*
  - a.  Computer Readable Form (CRF)
  - b. Specification Sequence Listing on:
    - i.  CD-ROM or CD-R (2 copies); or
    - ii.  paper
  - c.  Statements verifying identity of above copies

## ACCOMPANYING APPLICATION PARTS

9.  Assignment Papers (cover sheet & document(s))
10.  37 CFR 3.73(b) Statement  Power of Attorney *(when there is an assignee)*
11.  English Translation Document *(if applicable)*
12.  Information Disclosure Statement (IDS)/PTO-1449  Copies of IDS Citations
13.  Preliminary Amendment
14.  Return Receipt Postcard (MPEP 503) *(Should be specifically itemized)*
15.  Certified Copy of Priority Document(s) *(if foreign priority is claimed)*
16.  Request and Certification under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17.  Other: .....

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

Continuation     Divisional     Continuation-in-part (CIP)    of prior application No. \_\_\_\_\_ / \_\_\_\_\_

Prior application information

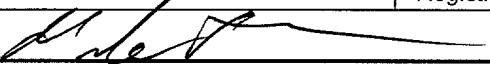
Examiner \_\_\_\_\_

Group Art Unit \_\_\_\_\_

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

## 19. CORRESPONDENCE ADDRESS

|   |           |          |   |
|---|-----------|----------|---|
| <input checked="" type="checkbox"/> Customer Number or Bar Code Label | 26332     | or       | <input type="checkbox"/> Correspondence address below |
| (Insert Customer No. or Attach bar code label here)                   |           |          |   |
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| City  | State     | Zip Code |   |
| Country   | Telephone | Fax      |   |

|                   |   |                                   |              |
|-------------------|---|-----------------------------------|--------------|
| Name (Print/Type) | Milad G. Shara  | Registration No. (Attorney/Agent) | 39,367       |
| Signature         |  |                                   | Date 1/31/01 |

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01/31/01

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# FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT (\$ 890.00)

## Complete if Known

|                      |                  |
|----------------------|------------------|
| Application Number   | UNKNOWN          |
| Filing Date          | HEREWITH         |
| First Named Inventor | WILLIAM P. PRICE |
| Examiner Name        | UNKNOWN          |
| Group Art Unit       | UNKNOWN          |
| Attorney Docket No.  | K35A0755         |

## METHOD OF PAYMENT

1.  The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:  
 Deposit Account Number **23-1209**  
 Deposit Account Name **WESTERN DIGITAL CORPORATION**  
 Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17  
 Applicant claims small entity status See 37 CFR 1.27

2.  Payment Enclosed:  
 Check  Credit card  Money Order  Other

## FEE CALCULATION

## 1. BASIC FILING FEE

| Large Entity | Small Entity | Fee Code (\$) | Fee Code (\$) | Fee Description        | Fee Paid      |
|--------------|--------------|---------------|---------------|------------------------|---------------|
| 101          | 710          | 201           | 355           | Utility filing fee     | <b>710.00</b> |
| 106          | 320          | 206           | 160           | Design filing fee      |               |
| 107          | 490          | 207           | 245           | Plant filing fee       |               |
| 108          | 710          | 208           | 355           | Reissue filing fee     |               |
| 114          | 150          | 214           | 75            | Provisional filing fee |               |

SUBTOTAL (1) (\$ 710.00)

## 2. EXTRA CLAIM FEES

| Total Claims       | 30 | -20** = | 10 | X | 18.00 | = | 180.00 | Extra Claims | Fee from below | Fee Paid |
|--------------------|----|---------|----|---|-------|---|--------|--------------|----------------|----------|
| Independent Claims | 3  | - 3** = | 0  | X | 80.00 | = | 0.00   |              |                |          |
| Multiple Dependent |    |         |    |   |       |   |        |              |                |          |

| Large Entity | Small Entity | Fee Code (\$) | Fee Code (\$) | Fee Description  |
|--------------|--------------|---------------|---------------|--|
| 103          | 18           | 203           | 9             | Claims in excess of 20                                     |
| 102          | 80           | 202           | 40            | Independent claims in excess of 3                          |
| 104          | 270          | 204           | 135           | Multiple dependent claim, if not paid                      |
| 109          | 80           | 209           | 40            | ** Reissue independent claims over original patent         |
| 110          | 18           | 210           | 9             | ** Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$ 180.00)

\*\*or number previously paid, if greater. For Reissues, see above

## FEE CALCULATION (continued)

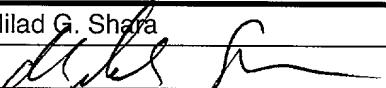
## 3. ADDITIONAL FEES

| Large Entity              | Small Entity | Fee Code (\$) | Fee Code (\$) | Fee Description  | Fee Paid |
|---------------------------|--------------|---------------|---------------|--|----------|
| 105                       | 130          | 205           | 65            | Surcharge - late filing fee or oath  |          |
| 127                       | 50           | 227           | 25            | Surcharge - late provisional filing fee or cover sheet                     |          |
| 139                       | 130          | 139           | 130           | Non-English specification  |          |
| 147                       | 2,520        | 147           | 2,520         | For filing a request for ex parte reexamination                            |          |
| 112                       | 920*         | 112           | 920*          | Requesting publication of SIR prior to Examiner action                     |          |
| 113                       | 1,840*       | 113           | 1,840*        | Requesting publication of SIR after Examiner action                        |          |
| 115                       | 110          | 215           | 55            | Extension for reply within first month                                     |          |
| 116                       | 390          | 216           | 195           | Extension for reply within second month                                    |          |
| 117                       | 890          | 217           | 445           | Extension for reply within third month                                     |          |
| 118                       | 1,390        | 218           | 695           | Extension for reply within fourth month                                    |          |
| 128                       | 1,890        | 228           | 945           | Extension for reply within fifth month                                     |          |
| 119                       | 310          | 219           | 155           | Notice of Appeal   |          |
| 120                       | 310          | 220           | 155           | Filing a brief in support of an appeal                                     |          |
| 121                       | 270          | 221           | 135           | Request for oral hearing   |          |
| 138                       | 1,510        | 138           | 1,510         | Petition to institute a public use proceeding                              |          |
| 140                       | 110          | 240           | 55            | Petition to revive - unavoidable   |          |
| 141                       | 1,240        | 241           | 620           | Petition to revive - unintentional   |          |
| 142                       | 1,240        | 242           | 620           | Utility issue fee (or reissue)   |          |
| 143                       | 440          | 243           | 220           | Design issue fee   |          |
| 144                       | 600          | 244           | 300           | Plant issue fee  |          |
| 122                       | 130          | 122           | 130           | Petitions to the Commissioner  |          |
| 123                       | 50           | 123           | 50            | Processing fee under 37 CFR 1.17(q)  |          |
| 126                       | 180          | 126           | 180           | Submission of Information Disclosure Stmt                                  |          |
| 581                       | 40           | 581           | 40            | Recording each patent assignment per property (times number of properties) |          |
| 146                       | 710          | 246           | 355           | Filing a submission after final rejection (37 CFR § 1.129(a))              |          |
| 149                       | 710          | 249           | 355           | For each additional invention to be examined (37 CFR § 1.129(b))           |          |
| 179                       | 710          | 279           | 355           | Request for Continued Examination (RCE)                                    |          |
| 169                       | 900          | 169           | 900           | Request for expedited examination of a design application                  |          |
| Other fee (specify) _____ |              |               |               |  |          |

\*Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$)

## SUBMITTED BY

Complete (if applicable)

|                   |   |                                      |         |           |            |
|-------------------|---|--------------------------------------|---------|-----------|------------|
| Name (Print/Type) | Milad G. Sharai   | Registration No.<br>(Attorney/Agent) | 39, 367 | Telephone | 949-672-78 |
| Signature         |  |                                      |         | Date      | 1/31/01    |

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|  |                      |   |
|--|----------------------|---|
| <b>REQUEST AND CERTIFICATION<br/>UNDER<br/>35 U.S.C. 122(b)(2)(B)(i)</b> | First Named Inventor | WILLIAM P. PRICE  |
|  | Title                | SYSTEM AND METHOD FOR SELECTING CONTENT TO BE PRESENTED TO A USER |
|  | Atty Docket Number   | K35A0755  |

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

1/31/01

Date

Signature

Milad G. Shara, Reg. No. 39,367

Typed or printed name

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**